

Welcome to DialogClassic Web(tm)

*** DIALOG HOMEBASE(SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business. All rights reserved.

/H = Help /L = Logoff /NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?

>>Invalid Option Number

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?

B IGOR705

>>> 77 does not exist

>>> 233 does not exist

>>>2 of the specified files are not available

20may06 23:49:16 User268082 Session D81.1

\$0.00 0.197 DialUnits FileHomeBase

\$0.00 Estimated cost FileHomeBase

\$1.60 INTERNET

\$1.60 Estimated cost this search

\$1.60 Estimated total session cost 0.197 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 2:INSPEC 1898-2006/May W2

(c) 2006 Institution of Electrical Engineers

File 9:Business & Industry(R) Jul/1994-2006/May 19

(c) 2006 The Gale Group

File 15:ABI/Inform(R) 1971-2006/May 20

(c) 2006 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2006/May 22

(c) 2006 The Gale Group

File 20:Dialog Global Reporter 1997-2006/May 20

(c) 2006 Dialog

File 35:Dissertation Abs Online 1861-2006/Apr

(c) 2006 ProQuest Info&Learning

File 65:Inside Conferences 1993-2006/May 19

(c) 2006 BLDSC all rts. reserv.

File 99:Wilson Appl. Sci & Tech Abs 1983-2006/Apr

(c) 2006 The HW Wilson Co.

File 148:Gale Group Trade & Industry DB 1976-2006/May 22

(c)2006 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 256:TecInfoSource 82-2006/Jun

(c) 2006 Info.Sources Inc

File 275:Gale Group Computer DB(TM) 1983-2006/May 19

(c) 2006 The Gale Group

File 347:JAPIO Dec 1976-2005/Dec(Updated 060404)

(c) 2006 JPO & JAPIO

File 348:EUROPEAN PATENTS 1978-2006/ 200620

(c) 2006 European Patent Office

***File 348: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.**

File 349:PCT FULLTEXT 1979-2006/UB=20060518,UT=20060511

(c) 2006 WIPO/Univentio

***File 349: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.**

File 474:New York Times Abs 1969-2006/May 19

(c) 2006 The New York Times

File 475:Wall Street Journal Abs 1973-2006/May 19

(c) 2006 The New York Times

File 476:Financial Times Fulltext 1982-2006/May 21

(c) 2006 Financial Times Ltd

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 The Gale Group

***File 583: This file is no longer updating as of 12-13-2002.**

File 610:Business Wire 1999-2006/May 20

(c) 2006 Business Wire.

***File 610: File 610 now contains data from 3/99 forward.**

Archive data (1986-2/99) is available in File 810.

File 613:PR Newswire 1999-2006/May 20

(c) 2006 PR Newswire Association Inc

***File 613: File 613 now contains data from 5/99 forward.**

Archive data (1987-4/99) is available in File 813.

File 621:Gale Group New Prod.Annou.(R) 1985-2006/May 22

(c) 2006 The Gale Group

File 624:McGraw-Hill Publications 1985-2006/May 19

(c) 2006 McGraw-Hill Co. Inc

***File 624: Homeland Security & Defense and 9 Platt energy journals added**

Please see HELP NEWS624 for more

File 634:San Jose Mercury Jun 1985-2006/May 19

(c) 2006 San Jose Mercury News

File 636:Gale Group Newsletter DB(TM) 1987-2006/May 19

(c) 2006 The Gale Group

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

Set Items Description

?

S (REAL (W) TIME) AND BROADCAST??? AND (ADVERTISING (20N) EFFECTIVENESS
(20N) (CONTESTANT? OR PLAYER? OR SPORTSM?N OR PARTICIPANT?)

>>>Unmatched parentheses

?

S (REAL (W) TIME) AND BROADCAST??? AND (ADVERTISING (20N) EFFECTIVENESS
(20N) (CONTESTANT? OR PLAYER? OR SPORTSM?N OR PARTICIPANT?)

)

Processing

Processing

Processed 10 of 27 files ...

Processing

Processing

Processed 20 of 27 files ...

Completed processing all files

8760368 REAL

29817925 TIME

1898205 REAL(W)TIME

4465461 BROADCAST???

4588546 ADVERTISING

1264466 EFFECTIVENESS

117280 CONTESTANT?

4414989 PLAYER?

64195 SPORTSM?N

1903491 PARTICIPANT?

597 ADVERTISING(20N)EFFECTIVENESS(20N)(((CONTESTANT? OR
PLAYER?) OR SPORTSM?N) OR PARTICIPANT?)

S1 26 (REAL (W) TIME) AND BROADCAST??? AND (ADVERTISING (20N)
EFFECTIVENESS (20N) (CONTESTANT? OR PLAYER? OR SPORTSM?N
OR PARTICIPANT?))

?

S S1 AND (PLACING (S) ADVERTISEMENT (S) ARTICLE)

26 S1

890335 PLACING

225270 ADVERTISEMENT

6965555 ARTICLE

41 PLACING(S)ADVERTISEMENT(S)ARTICLE

S2 0 S1 AND (PLACING (S) ADVERTISEMENT (S) ARTICLE)

?

T S1/3,K/1-26

1/3,K/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02555256 289371521

What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness

Liu, Yuping; Shrum, L J

Journal of Advertising v31n4 PP: 53-64 Winter 2002

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 8276

...TEXT: which users can participate in modifying the format and content of a mediated environment in real time ."

On closer examination, these different definitions can be classified by whether they focus on user...well in advance, by designing a responsive system, the company can promote a sense of real - time communication.

Implications for Research and Practice

As should be clear from the previous discussion and...

...perceived as not only more interactive, but also more useful. Without an understanding of how participants perceive the actual interactive

features, researchers run the risk of creating an invalid operationalization of...

...To date, research findings on the effects of interactivity on various measures of marketing and advertising effectiveness (e.g., attitudes, purchase behavior, recall) have been remarkable for their lack of consistency across...Lincoln James (1998), "Interactivity Reexamined: A Baseline Analysis of Early Business Web sites," *Journal of Broadcasting & Electronic Media*, 42 (Fall), 457-474.

Hoffman, Donna L. and Thomas P. Novak (1996), "Marketing...

1/3,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2006 ProQuest Info&Learning. All rts. reserv.

01731686 03-82676

The next stop for Internet advertising

Krauss, Michael

Marketing News v32n24 PP: 10, 21 Nov 23, 1998

ISSN: 0025-3790 JRNL CODE: MNW

WORD COUNT: 1447

...ABSTRACT: the hurdle to cross. 3. Advertising on the Web ultimately will look surprisingly like traditional broadcast advertising. 4. Major advertising agencies will enter strongly on the scene. 5. Web advertising will...

...TEXT: idea-starters that are sure to be controversial in some quarters:

1. Measurement of Web advertising efficiency and effectiveness isn't the core problem.

2. Bandwidth (the ability to deliver a range of advertising that has impact to your computer) is the hurdle to cross.

3. Advertising on the Web ultimately will look surprisingly like

traditional broadcast advertising .

4. Major advertising agencies will enter strongly on the scene.

5. Web advertising will upset network television's...

...next "hot" career opportunity may be in Web advertising.

When the smoke cleared and the participants boarded their planes for home from P&G's advertising summit last summer, there were...

...of the technology. They say that we can't wait until we can deliver truly broadcast television-quality advertising over the Internet. They say that Web users won't sit still...

...Internet advertising will start in earnest.

Advertising on the Web will be surprisingly like traditional broadcast .

Suppose every computer were connected to the Web via a T1-quality line (a big pipe that would provide lots of bandwidth). Suppose we could deliver interactive broadcast -quality advertising in real -time to your computer with no wait for pages to open. What would Internet advertising look...

...controlled message delivery and persuasion.

Agencies and their clients aren't going to discard the broadcast techniques they've refined since the 1950s. They're going to adapt them to the...

...disagree, consider how Web traffic is consolidating to a few hubs and portals, akin to broadcast networks. A few years ago we preached that the beauty of the Web was its...quality advertising message over a broadband pipe to a selective, well-defined target audience? The broadcast networks, with their high cost structures and frequent price increases, will find it difficult to...

1/3,K/3 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2006 The Gale Group. All rts. reserv.

12895496 Supplier Number: 138667188 (USE FORMAT 7 FOR FULLTEXT)

Getting ready for the next generation of marketing communications.

Tauder, Arthur R.

Journal of Advertising Research, v45, n1, p5(4)

March, 2005

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2015

THE CONVERGENCE OF BROADCAST and digital technologies will bring an end to the master/slave relationship between the media...

...this one way master/slave relationship—we send and they receive.

Digital technologies are giving broadcast media new dimensions that will shatter the current mental model we use for media audience research, planning, and implementation.

The most disruptive change in broadcast media will be the abolition of audience slavery. As traditional television evolves into Advanced Television...

...by social scientist Ashley Montagu (1983). Media companies are trying to force fit the current broadcast business model onto the new two-way medium. Media professionals at both the agencies and...

...are now possible. It is hard to take the initiative in recommending new forms of broadcast advertising at a time when the climate for advertising is increasingly negative. What can be...

...to reverse the attitudinal context? As an industry, we must rebuild the positive case for broadcast advertising effectiveness. The major industry associations should cooperate in research to test the hypothesis that...

...opportunity to generate demand. Our concept of exposure will now have to be expanded from real time to include time-shifted and cross platform exposure. The second level of measurement for media...

...their agencies, who are willing to lead the way in experimenting with alternative measures of advertising effectiveness and media compensation.

CHALLENGE #4 – BREAKING TODAY'S LOGJAM: BACK TO THE FUTURE

The current broadcasting business model is inhibiting the broadscale introduction of Advanced Television. The power players on the selling side: the content developers, the cable and broadcast networks, and the cable, satellite, and telecommunications distribution companies have stymied innovation because they are...

...DESCRIPTORS: Forecasts and trends; Broadcasting industry...

...Forecasts and trends; Broadcasting industry...

PRODUCT NAMES: *4830000 (Broadcasting)

SIC CODES: 7310 (Advertising); 4830 (Radio and Television Broadcasting); 2700 (PRINTING AND PUBLISHING)

NAICS CODES: 5131 (Radio and Television Broadcasting)

1/3,K/4 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2006 The Gale Group. All rts. reserv.

06822440 Supplier Number: 57743347 (USE FORMAT 7 FOR FULLTEXT)

Capita, Inc., Moving Headlong into a Multi Billion Dollar Market.

PR Newswire, p0486

Nov 22, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 2322

... provider of customized, high-performance systems and services, including analysis and technical support, for the real - time , objective

measurement of human engagement or attention for use in multiple markets.

Founded in 1994...

...further refine the suitability of the original NASA software and position it for use in real - time and unbiased media and copy testing. For test respondents exposed to various audio/visual stimuli...and involvement recorded from the test participants. Capita's methodology tracks the ENGAGEMENT INDEX, producing real - time and historical data at the second-by-second level, that yields objective engagement measurement to

...

...infomercial was later aired, there proved to be a direct correlation between the infomercial's real - time high ENGAGEMENT INDEX(SM) readings and responses/sales, in total and minute-by-minute, generated...

...ONE, BUT SEVERAL IS BEST

In October 1999, Capita's, and the world's, first real - time , multi-respondent system was used to simultaneously collect, plot and compare the real - time psycho-physiological engagement or responses of multiple test participants exposed to broadcast media, monitoring brain waves as a measure of engagement. Previously, the company could test only

...

...television commercials or programming using the Capita technology are achieved with as few as 10 participants .

According to Hunter, "copy testing," as this way of measuring ad effectiveness is known in the advertising business, used to require hundreds of respondents who would fill out questionnaires before and after

...

...s proprietary multi-respondent engagement testing technology for the first time measures objectively and in real time whether audiences are paying attention to what they are viewing. Capita's methodology, which has

...

1/3,K/5 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

05983637 Supplier Number: 53336303 (USE FORMAT 7 FOR FULLTEXT)

The next step for Internet advertising.

Krauss, Michael

Marketing News, v32, n24, p10

Nov 23, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 1457

... idea-starters that are sure to be controversial in some quarters:

1. Measurement of Web advertising efficiency and effectiveness isn't the core problem.
2. Bandwidth (the ability to deliver a range of advertising that has impact to your computer) is the hurdle to cross.
3. Advertising on the Web ultimately will look surprisingly like traditional broadcast advertising .
4. Major advertising agencies will enter strongly on the scene.
5. Web advertising will upset network television's...

...next "hot" career opportunity may be in Web advertising.

When the smoke cleared and the participants boarded their planes for home from P&G's advertising summit last summer, there were...

...of the technology. They say that we can't wait until we can deliver truly broadcast television-quality advertising over the Internet. They say that Web users won't sit still...

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...controlled message delivery and persuasion.

Agencies and their clients aren't going to discard the broadcast techniques they've refined since the 1950s. They're going to adapt them to the...

...disagree, consider how Web traffic is consolidating to a few hubs and portals, akin to broadcast networks. A few years ago we preached that the beauty of the Web was its...quality advertising message over a broadband pipe to a selective, well-defined target audience? The broadcast networks, with their high cost structures and frequent price increases, will find it difficult to...

1/3,K/6 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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13680374 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Adwise Launches Proprietary Technology That Increases Revenues for Access Providers - ISPs, Backbones, iTV, Cable and Wireless -

BUSINESS WIRE

November 08, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 514

(USE FORMAT 7 OR 9 FOR FULLTEXT)

NEW YORK—(BUSINESS WIRE)—Nov. 8, 2000—

Behavioral Real Time Intelligent Engine (BRITE(TM)) is the First ... net), the innovative Internet advertising infrastructure and solutions company, today introduced its patent-pending Behavioral Real - Time Intelligent Targeting Engine (BRITE(TM)), which will power the company's advertising solution.

The company...

...in New York, and in San Jose at ISPCON.

The BRITE(TM) solution is a real - time , online behavior-based targeting, campaign management and content serving technology. It allows Advise to target...

...the-art online or offline report

"The Internet has the potential to be an unparalleled advertising platform, but current solutions are not fully meeting the needs of advertisers, ISPs and backbone providers," said Dan Schwartz, CEO of Advise. "BRITE promises to improve the effectiveness of the online ad buy for advertisers, increase revenues for these players and make online advertising more relevant to consumers."

The BRITE(TM) solution consists of three components: BRITE (TM) CampaignManager, which seamlessly plans and manages ad campaigns in real - time and generates up-to-the-minute reports; BRITE(TM) DecisionTaker(TM), which performs unique real - time targeting; and BRITE(TM) AdServer, which reliably delivers billions of ads and other rich-media...

... www.adwise.net) is an advertising infrastructure and solutions company which specializes in highly scalable, real - time behavioral targeting. Advise developed and provides the patent-pending BRITE(TM) solution for the management...

SIC CODES/DESCRIPTIONS: 4813 (Telephone Communications Ex Radio); 4833 (Television Broadcasting Stations)

NAICS CODES/DESCRIPTIONS: 51331 (Wired Telecommunications Carriers); 51312 (Television Broadcasting)

1/3,K/7 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

08331613 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Capita, Inc., Moving Headlong into a Multi Billion -2-
PR NEWSWIRE
November 22, 1999

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 870

(USE FORMAT 7 OR 9 FOR FULLTEXT)

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According to Hunter, "copy testing," as this way of measuring ad effectiveness is known in the advertising business, used to require hundreds of respondents who would fill out questionnaires before and after

...

... s proprietary multi-respondent engagement testing technology for the first time measures objectively and in real time whether audiences are paying attention to what they are viewing. Capita's methodology, which has

...

1/3,K/8 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2006 The Gale Group. All rts. reserv.

15496818 SUPPLIER NUMBER: 97909029 (USE FORMAT 7 OR 9 FOR FULL TEXT)

What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness.

Liu, Yuping; Shrum, L.J.

Journal of Advertising, 31, 4, 53(12)

Winter, 2002

ISSN: 0091-3367 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 8730 LINE COUNT: 00734

... which users can participate in modifying the format and content of a mediated environment in real time ."

On closer examination, these different definitions can be classified by whether they focus on user...well in advance, by designing a responsive system, the company can promote a sense of real - time communication.

Implications for Research and Practice

As should be clear from the previous discussion and...perceived as not only more interactive, but also more useful. Without an understanding of how participants perceive the actual interactive features, researchers run the risk of creating an invalid operationalization of...

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Hoffman, Donna L. and Thomas P. Novak (1996), "Marketing...

1/3,K/9 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2006 The Gale Group. All rts. reserv.

11519579 SUPPLIER NUMBER: 57743347 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Capita, Inc., Moving Headlong into a Multi Billion Dollar Market.

PR Newswire, 0486

Nov 22, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2514 LINE COUNT: 00215

... provider of customized, high-performance systems and services, including analysis and technical support, for the real - time , objective measurement of human engagement or attention for use in multiple markets.

Founded in 1994...

...further refine the suitability of the original NASA software and position it for use in real - time and unbiased media and copy testing.

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...s proprietary multi-respondent engagement testing technology for the first time measures objectively and in real time whether audiences are paying attention to what they are viewing. Capita's methodology, which has ...

1/3,K/10 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Univentio. All rts. reserv.

01314477 **Image available**

**THE METHOD AND THE SYSTEM FOR MONITORING THE EFFECTIVENESS OF
ADVERTISING**

PROCEDE ET SYSTEME POUR LE CONTROLE DE L'EFFICACITE DE PUBLICITE

Patent Applicant/Inventor:

BIERZYNSKI Jakub, ul. Karmazynowa 32J, PL-02-887 Warszawa, PL, PL
(Residence), PL (Nationality)

Legal Representative:

MUSZYNSKI Andrzej (agent), Polservice Sp. z o.o., ul. Bluszczanska 73,
PL-00712 Warszawa, PL,

Patent and Priority Information (Country, Number, Date):

Patent: WO 2005122040 A1 20051222 (WO 05122040)

Application: WO 2005PL35 20050608 (PCT/WO PL05000035)

Priority Application: PL 368481 20040609; PL 369813 20040831; PL 369948
20040908

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KM KP KR KZ
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NG NI NO NZ OM PG PH PL
PT RO RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU
ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU MC NL PL
PT RO SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6679

Fulltext Availability:

Detailed Description

Claims

Detailed Description

THE METHOD AND THE SYSTEM FOR MONITORING

THE EFFECTIVENESS OF ADVERTISING

(Background of the Invention)

1. Field of the Invention

This invention relates to the method and the system for monitoring the effectiveness of advertising , particularly monitoring the interrelation between the purchasing behaviour of consumers and advertisements.

2. Description of...

...Art

The European Patent No. 0 408 348 discloses a method for monitoring the relative effectiveness of mass media advertising on the purchasing behaviour of each participant of the consumer group is known. In the known method, mass media advertisements, to which...

...example at homes, and to ensure sending research result data very frequently, also in the real time mode.

(Summary of the Invention)

1 0 According to a first aspect the present invention...

...digital data from the home monitoring apparatus to the central unit is accomplished in the real time mode.

Preferably the tested advertisements are introduced in the place of the advertisements broadcast during normal transmission of radio and/or television and/or interactive programmes.

0 Preferably the...

...frequently. This limits the research costs and allows monitoring the effectiveness of advertising in the real time mode, what results in that the decisions concerning the advertisement expenditures as well as the...

...a predetermined time intervals. The transmission of digital data may also be performed in the real time mode. In this case all digital

data entered into the electronic memory I are sent...

...the home monitoring apparatus and the identifiers from the database 23,
and to compare the broadcast advertisements with the bought products.

In the solution according to this embodiment of the invention...

...receiver 5 and/or interactive media terminal 7, while the tested
advertisement replaces the advertisement broadcast during the normal
transmission of the radio and/or television and/or interactive
programmes. hi...

Claim

... digital data from the home monitoring apparatus to the central
unit is accomplished in the real time mode.

16 The method according to the claim 3 wherein the tested advertisements
are 1 5 introduced in the place of the advertisements broadcast during
normal transmission of
radio and/or television and/or interactive programmes.

17 The method...

1/3,K/11 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2006 WIPO/Univentio. All rts. reserv.

01235809 **Image available**

PORTABLE ELECTRONIC AUTHORIZATION SYSTEM AND METHOD
SYSTEME D'AUTORISATION ELECTRONIQUE PORTABLE ET PROCEDE
CORRESPONDANT

Patent Applicant/Assignee:

CHAMELEON NETWORK INC, 30 Monument Square, Suite 300, Concord, MA 02451,
US, US (Residence), US (Nationality), (For all designated states
except: US)

Patent Applicant/Inventor:

BURGER Todd O, 386 Lincoln Street, Lexington, MA 02421, US, US

(Residence), US (Nationality), (Designated only for: US)

LIPOFF Stuart, 192 Kirkstall Road, Newton, MA 02460, US, US (Residence),

US (Nationality), (Designated only for: US)

Legal Representative:

ABRAHAMSEN Robert M (agent), Wolf, Greenfield & Sacks, P.C, 600 Atlantic

Avenue, Boston, MA 02210, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200543438 A1 20050512 (WO 0543438)

Application: WO 2004US34588 20041020 (PCT/WO US04034588)

Priority Application: US 2003512798 20031020; US 2004543075 20040209

Designated States:

(All protection types applied unless otherwise stated - for applications

2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PL PT RO
SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 48189

Fulltext Availability:

Detailed Description

Detailed Description

... authorize transactions is a radio frequency identification (RFID) tag.

In an RFID system, an "interrogator" broadcasts a radio frequency (RF) signal which, if received by an RFID tag, causes the RFID...maintained by the network server 1 14.

The database 406 may, for example, keep a real - time record of critical reference data along with transaction histories, back-up files,

and security audit...the Pocket Vault's secure memory may be erased, a security alert message may be broadcast by the transceiver 204 and/or any other prudent steps may be taken to ensure...

...has been selected, an appropriate RFID code may be supplied to the controller responsible for broadcasting an RF signal containing that code in response to an interrogation signal. If that controller...the storage of necessary encrypted information on the Pocket Vault 102 (e.g., "Buyer Profile Participant ").

The advertising and marketing choices may be changed at a date after purchase and result in a...

...or debits) to the Pocket Vault holder.

Other system preference data may include the "saturation effectiveness " limitations on the amount of advertising that can appear during any given single use window (a particular period during which the...

1/3,K/12 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01137311 **Image available**

UNIVERSAL DISPLAY MEDIA EXPOSURE MEASUREMENT

MESURE GENERALE DE L'EXPOSITION A DES MEDIAS D'AFFICHAGE

Patent Applicant/Assignee:

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(Residence), US (Nationality)

Inventor(s):

ZHANG Jack K, 11119 Innsbrook Way, Ijamsville, MD 21754, US,

CRYSTAL Jack C, 11 Supreme Court, Owings Mill, MD 21117, US,

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200459369 A2-A3 20040715 (WO 0459369)

Application: WO 2003US40119 20031216 (PCT/WO US03040119)

Priority Application: US 2002329132 20021224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SK
SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7285

Fulltext Availability:

Detailed Description

Detailed Description

... The present invention concerns systems, methods and devices for measuring the exposure of predetermined survey participants both to media data as well as billboards.

Background Of The Invention

[0002] Media companies have found it advantageous to combine radio, television or other electronic advertising options with billboard

advertising services. To measure the effectiveness of such advertising , both

media companies and advertisers obtain audience estimates for radio, television and other electronic media...

...exposure is to be measured and providing survey participants with portable receiving devices. The transmitters broadcast a signal that carries information related to the billboards, which signal is received and stored...

...is often the case in indoor settings or in high traffic outdoor settings, the signals broadcast by the transmitters associated with these billboards may conflict with one another such that the portable receiving devices cannot correctly identify at least some of the broadcast signals. As such, the estimates of exposure to at least some of the billboards may...

...grossly inaccurate. While techniques are available to provide a means for distinguishing among the various broadcast signals, these techniques add substantial complexity to the portable receiving devices.

Since these are not...

...the ability to gather both billboard exposure data and media exposure data for the same participants. Such embodiments thus provide data enabling comprehensive reporting of the combined effectiveness of billboard advertising and media advertising which can be categorized by age group, sex, ethnicity, income level, education, geographic area and...

...or categories.

[00039] The embodiments of Figure 1 also enable the same panel of survey participants to gather both billboard and media data exposure data substantially reducing the cost of gathering...

...device 20

communicates the collected data 22 to the billboard exposure data producing system in real time (i.e., as the survey participant data is received by the receiver 14). In other...

...to communicate the stored collected data 22 to the billboard exposure data producing system in real time , from time to time and/or periodically.

[00047] When the billboard exposure data producing system...

...estimating exposure to billboards in order to produce reports of interest to billboard owners, advertisers, broadcasters , cablecasters, on-line services, content providers, and the like.

[00048] In certain embodiments the portable...

...receiver/transmitter 104 may be operative to transmit the stored survey participant data 152 in real time as it is received, from time to time or periodically, as desired. As such, it...exposure is to be measured and providing survey participants with portable receiving devices, the transmitters broadcasting a data signal that carries information related to the billboards, which data signal is received...

...billboards may be grouped tightly together in some areas, the problem of the signals being broadcast by the transmitters associated with these billboards conflicting with one another such that the portable receiving devices cannot correctly identify at least some of the broadcast signals is avoided, without requiring complex and expensive transmitters or relatively complex portable devices which...

1/3,K/13 (Item 4 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01137310 **Image available**

UNIVERSAL DISPLAY MEDIA EXPOSURE MEASUREMENT

MESURE GENERALE DE L'EXPOSITION A DES MEDIAS D'AFFICHAGE

Patent Applicant/Assignee:

ARBITRON INC, 9705 Patuxent Woods Drive, Columbia, MD 21046, US, US
(Residence), US (Nationality)

Inventor(s):

ZHANG Jack K, 11119 Innsbrook Way, Ijamsville, MD 21754, US,
CRYSTAL Jack C, 11 Supreme Court, Owings Mill, MD 21117, US,
JENSEN James M, 10702 Faulkner Ridge Circle, Columbia, MD 21044, US,

Legal Representative:

FLANAGAN III Eugene L (agent), St. Onge Steward Johnston & Reens LLC, 986
Bedford Street, Stamford, CT 06905-5619, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200459388 A2-A3 20040715 (WO 0459388)
Application: WO 2003US40118 20031216 (PCT/WO US03040118)
Priority Application: US 2002329132 20021224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SK
SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6583

Fulltext Availability:

Detailed Description

Detailed Description

... The present invention concerns systems, methods and
devices for measuring the exposure of predetermined survey participants
both to media data as well as to billboards.

Background Of The Invention

[0002] Media companies have found it advantageous to combine radio, television or other electronic advertising options with billboard

advertising services. To measure the effectiveness of such advertising , both media companies and advertisers obtain audience estimates for radio, television and other electronic media...

...exposure is to be measured and providing survey participants with portable receiving devices. The transmitters broadcast a signal that carries information related to the billboards, which signal is received and stored...

...is often the case in indoor settings or in high traffic outdoor settings, the signals broadcast by the transmitters associated with these billboards may conflict with one another such that the portable receiving devices cannot correctly identify at least some of the broadcast signals. As such, the estimates of exposure to at least some of the billboards may...

...grossly inaccurate. While techniques are available to provide a means for distinguishing among the various broadcast signals, these techniques add substantial complexity to the portable receiving devices.

Since these are not...

...the ability to gather both billboard exposure data and media exposure data for the same participants . Such embodiments thus provide data enabling comprehensive reporting of the combined effectiveness of billboard advertising and media advertising which can be categorized by age group, sex, ethnicity, income level, education, geographic area and...

...categories.

0

[00038] The embodiments of Figure 1 also enable the same panel of survey participants to gather both billboard and media data exposure data substantially reducing the cost of gathering...

...device 20

communicates the collected data 22 to the billboard exposure data producing system in real time (i.e., as the survey participant data is received by the receiver 14). In other...

...to communicate the stored collected data 22 to the billboard exposure data producing system in real time, from time to time and/or periodically.

[00046] When the billboard exposure data producing system...

...exposure to billboards in order to produce reports of interest to - 13 billboard owners, advertisers, broadcasters, cablecasters, on-line services, content providers, and the like.

[00047] Since billboard exposure data is...

...receiver/transmitter 104 may be operative to transmit the stored survey participant data 152 in real time as it is received, from time to time or periodically, as desired. As such, it...

...exposure is to be measured and providing survey participants with portable receiving devices, the transmitters broadcasting a data signal that carries information related to the billboards, which data signal is received...

...billboards may be grouped tightly together in some areas, the problem of the signals being broadcast by the transmitters associated with these billboards conflicting with one another such that the portable receiving devices cannot correctly identify at least some of the broadcast signals is avoided, without requiring complex and expensive transmitters or

relatively complex portable devices which...

1/3,K/14 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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01051437 **Image available**

**PORTABLE ELECTRONIC AUTHORIZATION SYSTEM AND METHOD
SYSTEME D'AUTORISATION ELECTRONIQUE PORTABLE ET PROCEDE ASSOCIE**

Patent Applicant/Assignee:

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Legal Representative:

PRITZKER Randy J (agent), Wolf, Greenfield & Sacks, P.C., 600 Atlantic
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200381519 A2-A3 20031002 (WO 0381519)

Application: WO 2003US8638 20030319 (PCT/WO US03008638)

Priority Application: US 2002366098 20020319; US 2002379964 20020513

Designated States:

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prior to 2004)

CA

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 46463

Fulltext Availability:

Detailed Description

Detailed Description

... authorize transactions is a radio frequency identification (RFID) tag.

In an RFID system, an "interrogator" broadcasts a radio frequency (RF) signal which, if received by an RFID tag, causes the RFID...power multiprocessor or microcomputer having an on-board SRAM and/or flash memory and a real time clock calendar. One example of a suitable controller is the "Motorola Dragonball" Processor from Motorola... maintained by the network server 114.

The database 406 may, for example, keep a real - time record of critical reference data along with transaction histories, back-up files, and security audit...the Pocket Vault's secure memory may be erased, a security alert message may be broadcast by the transceiver 204 and/or any other prudent steps may be taken to ensure...has been selected, an appropriate RFID code may be supplied to the controller responsible for broadcasting an RF signal containing that code in response to an interrogation signal. If that controller...the storage of necessary encrypted information on the Pocket Vault 102 (e.g., "Buyer Profile Participant ").

The advertising and marketing choices may be changed at a date after purchase and result in a...

...or debits) to the Pocket Vault holder.

Other system preference data may include the "saturation effectiveness " limitations on the amount of advertising that can appear during any given single use window (a particular period during which the...

1/3,K/15 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2006 WIPO/Univentio. All rts. reserv.

00999954 **Image available**

PORTABLE ELECTRONIC AUTHORIZATION DEVICE AND ASSOCIATED METHOD

SYSTEME D'AUTORISATION ELECTRONIQUE PORTABLE ET PROCEDE ASSOCIE

Patent Applicant/Assignee:

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Inventor(s):

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Legal Representative:

PRITZKER Randy J (agent), Wolf, Greenfield & Sacks, P.C., 600 Atlantic
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200329942 A2-A3 20030410 (WO 0329942)

Application: WO 2002US31335 20021001 (PCT/WO US02031335)

Priority Application: US 2001968628 20011001

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

CA

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 42067

Fulltext Availability:

Detailed Description

Detailed Description

... power multiprocessor or microcomputer having an on-board SRAM and/or
flash memory and a real time clock calendar. One example of a
suitable controller is the "Motorola Dragonball" Processor from Motorola
...maintained by the network server 114. The database 406 may, for
example, keep a real time record of critical reference data along
with transaction histories, back-up files, and security audit...the
Pocket Vault's secure memory may be erased, a security alert message may
be broadcast by the transceiver 204 and/or any other prudent steps
may be taken to...the storage of necessary encrypted information on the
Pocket Vault 102 (e.g., "Buyer Profile Participant ").

The advertising and marketing choices may be changed at a date after purchase and result in a...
...to the Pocket Vault holder. Other 1 5 system preference data may include the "saturation effectiveness " limitations on the amount of advertising that can appear during any given single use window (a particular period during which the...

1/3,K/16 (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00868231

AN INTERACTIVE GAME USED AS AN ADVERTISING VEHICLE
JEU INTERACTIF UTILISE EN TANT QUE SUPPORT POUR DES PUBLICITES

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Legal Representative:

BAILEY Frederick D (et al) (agent), Antonelli, Terry, Stout & Kraus, LLP,
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200201461 A2 20020103 (WO 0201461)
Application: WO 2001US20173 20010625 (PCT/WO US0120173)
Priority Application: US 2000214552 20000627; US 2001282416 20010409

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9702

Fulltext Availability:

Detailed Description

Detailed Description

... claim for an audience the more desirable the venue. In contrast, Internet viewing does not broadcast content in the same manner. The content resides on a server or host and is...

...ensures that the sponsor's message is read in a way to engage the game player .

DISCLOSURE OF THE INVENTION

The GRID"" (Global Relational Infrastructure Dynamic) game of the invention surpasses the effectiveness of the aforementioned examples of advertising .

By incorporating Brand advertising , commercial products or services content within an interactive game played over the Internet it engages the player in a fan experience but one that delivers the advertising message. The cost of entertainment is paid for by the advertiser as in radio and...average connection speed. This information relates to mission time in the game as opposed to real time outside the Web site (as seen in the upper right corner of the screen). There...

1/3,K/17 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00806383

COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT
DURING

DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN
ENVIRONMENT

AND METHOD THEREOF

PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES
STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN
ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET
PROCEDE ASSOCIE

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 1400 Page Mill
Road, Palo Alto, CA 94304, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139029 A2 20010531 (WO 0139029)

Application: WO 2000US32309 20001122 (PCT/WO US0032309)

Priority Application: US 99444655 19991122; US 99444886 19991122

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ
UA UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 157840

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... an embodiment of the present invention;

Figure 113 shows a sample architecture in an online advertising scenario; Figure 114 illustrates an exemplary security architecture in an online advertising scenario; Figure 115 depicts a sample architecture providing direct network access to several of customers...client-side problems by.

Improving performance on the client side;

Enabling the creation of dynamic, real - time Web applications; and

Providing the ability to create a wide variety of user interface components.

With Java, developers can create robust User Interface (UI) components.

Custom "widgets" (e.g., real - time stock tickers, animated icons, etc.) can be created, and client-side performance is improved...

...notion of client-side validation, offloading appropriate processing onto the client for improved performance. Dynamic, real - time Web pages can be created. Using the above-mentioned custom UI components, dynamic Web pages...distribution network is deployable to large numbers of residential and commercial customers for bi-directional real - time communication.

1 5 While initially designed for use with an electric power utility, the invention...

...electrical control, monitoring, and measurement devices which allow the utility to monitor electrical consumption in real time , assist the customer in optimizing electrical power consumption, and communicate real - time consumption and changes in consumption to the power utility via the distribution network. Further, the...Tomorrow's networks are expected to support "multimedia" applications with their much greater bandwidth and real - time delivery requirements. The next generation networks should also have the ability to dynamically reconfigure the...

transmission makes it desirable to be able to connect packets to multiple destinations, called packet broadcasting . For example, a broadcast video service such as pay-per-view television involves a single source of video packets...

...capabilities for voice communication also require single source to multiple destination transmission.

One prior packet broadcast arrangement comprises a network consisting of a packet duplication arrangement followed by a packet routing arrangement. As a broadcast packet enters this network, packet copies are made in the packet duplicating arrangement until as...information stored in distributed databases.

The information services manager stores critical management information into operational (real - time) and analytical (historical) distributed databases. These databases 'de common data storage so that new products ...policies and computer based training to network users.

The information services manager provides requested information (real - time and historical) to the network users via the presentation manager.

Presentation Manager

1 ge...Treatment such as media conversion

Policy Management (Directory, Access control, Security)

Bandwidth Management (Transport and real time restoration)

59

these devices.

This infrastructure includes a well defined message set for accessing the ...on the "New Core".

The Cable Network Architecture

Cable networks were developed for mainly broadband broadcast of analog video entertainment services. The current "Core" cable infrastructure is suitable to serve one way video broadcast .

Cable service providers are now upgrading their cable infrastructure to

support high speed internet access...

...new access mechanism for IP services, while simultaneously transport video content using the current video broadcast technology. Thus the IP enabled devices attached to the "NGN" cable infrastructure can take advantage...

...and enhances in capabilities (probably 10 years away), such that it can provide high speed real - time video content (to provide same quality as cable), it can be envisaged that the cable...

...access mechanism (just like all wire-line access becomes an IP access mechanism).

Then the broadcast video content will be delivered to IP enabled cable attached devices just like any other...communication standard for transmission of voice, video and data on a single communications link.

RTP Real - Time Transport Protocol, an Internet Standard Protocol for transmission of real - time data like voice and video over unicast and multicast networks.

EP Internet Protocol, an Internet...of analysis, testing, scheduling, and training in all disciplines of the ISP.

Internet Service Potential

Real - time view of the status of each conference call participant, ANI and an alphanumeric representation to...information into a Database Component for later analysis by the

Reporting Component; and

4) allows real time viewing of faults in a network map and network event views.

The Fault Management component...Omnibus Netcool Object Server.

Netcool Object Serve 4620 - The Omnibus Netcool Object Server is a real - time memory resident database which stores all current events (alerts). The events are viewable by operations...

...certain level of service is in danger of being breached.

The Proactive Threshold Manager provides real - time threshold analysis (that is, it continuously monitors for plan thresholds that have been exceeded) using...nation stored in distributed databases.

The information services manager stores critical management information into operational (real - time) and analytical (historical) distributed databases. These databases provide common data storage so that new products...

...policies and computer based training to network users.

The information services manager provides requested information (real - time and historical) to the network users via the presentation manager.

Presentation Manager

The presentation manager...communication standard for transmission of voice, video and data on a single communications link.

RTP Real - Time Transport Protocol, an Internet Standard Protocol for transmission of real - time data like voice and video over unicast and multicast networks.

IP Internet Protocol, an Internet...to form new content aggregations, and (5) multiple concurrent models.

ORDER STATUS AND HISTORY

Provides real - time order status (backorders)

Provides real - time shipping status

Provides real - time invoice status

Provides history of previous orders and delivery information

Ensures proactive notification of order...

...the order is received. The order status of a desired order may be.

checked in real time , especially useful when products are backordered

or services have been delayed. Once the items have...

...provider and displaying the result. Further, the status of an invoice may be checked in real time for, for example, permitting a user to determine whether a payment has been received and...relating to the content-related web application services. See operation 6606. Further, in operation 6608, real time communications are enabled between a plurality of users. In use, the transmission of outgoing electronic... engine could select relevant questions based on a user's input criteria.

CHAT CAPABILITIES IN REAL TIME

Provides public and private messages

Provides Collaborative Web touring, URL pasting

Allows dynamic (public...

Claim

... TO FREQUENTLY ASKED QUESTIONS RELATING TO THE 6606
CONTENT-RELATED WEB APPLICATION SERVICES

ij

ENABLING REAL TIME COMMUNICATION BETWEEN A PLURALITY OF THE USERS
C(- ORDINATING THE TRANSMISSION OF ELECTRONIC MAIL...

1/3,K/18 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00806382

METHOD FOR AFFORDING A MARKET SPACE INTERFACE BETWEEN A PLURALITY
OF

MANUFACTURERS AND SERVICE PROVIDERS AND INSTALLATION MANAGEMENT VIA
A

MARKET SPACE INTERFACE

PROCEDE DE MISE A DISPOSITION D'UNE INTERFACE D'ESPACE DE MARCHÉ ENTRE
UNE

PLURALITE DE FABRICANTS ET DES FOURNISSEURS DE SERVICES ET GESTION
D'UNE INSTALLATION VIA UNE INTERFACE D'ESPACE DE MARCHÉ

Patent Applicant/Assignee:

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(Residence), US (Nationality)

Inventor(s):

MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,

Legal Representative:

HICKMAN Paul L (et al) (agent), Oppenheimer Wolff & Donnelly LLP, 1400
Page Mill Road, Palo Alto, CA 94304, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200139028 A2 20010531 (WO 0139028)

Application: WO 2000US32308 20001122 (PCT/WO US0032308)

Priority Application: US 99444773 19991122; US 99444798 19991122

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV
MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 170977

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... client-side problems by.

Improving performance on the client side;

Enabling the creation of dynamic, real - time Web applications; and

Providing the ability to create a wide variety of user interface

components.

With Java, developers can create robust User Interface (UI) components. Custom "widgets" (e.g., real - time stock tickers, animated icons, etc.) can be created, and client-side performance is improved. ...of client-side validation, offloading

25

appropriate processing onto the client for improved performance. Dynamic, real - time Web pages can be created. Using the above-mentioned custom UI components, dynamic Web pages...distribution network is deployable to large numbers of residential and commercial customers for bi-directional real - time communication. While initially designed for use with an electric power utility, the invention is applicable...

...electrical control, monitoring, and measurement devices which allow the utility to monitor electrical consumption in real time , assist the customer in optimizing electrical power consumption, and communicate real - time consumption and changes in consumption to the power utility via the distribution network. Further, the...Tomorrow's networks are expected to support "multimedia" applications with their much greater bandwidth and real - time delivery requirements. The next generation networks should also have the ability to dynamically reconfigure the...transmission makes it desirable to be able to connect packets to multiple destinations, called packet broadcasting . For example, a broadcast video service such as pay-per-view television involves a single source of video packets...

...capabilities for voice communication also require single source to multiple destination transmission.

One prior packet broadcast arrangement comprises a network consisting of a packet duplication arrangement followed by a packet routing arrangement. As a broadcast packet enters this network, packet copies are made in the packet duplicating arrangement until as...information stored in distributed databases.

The information services manager stores critical management information into operational (real - time) and analytical (historical) distributed databases. These databases provide common data storage so that new products...

...policies and computer based training to network users.

The information services manager provides requested information (real - time and historical) to the network users via the presentation manager.

Presentation Manne

The presentation manager...Treatment such as media conversion

Policy Management (Directory, Access control, Security)

Bandwidth Management (Transport and real time restoration)

The components for the "NGN @7 are described as individual functional units but may...on the "New Core".

The Cable Network Architecture

Cable networks were developed for mainly broadband broadcast of analog video entertainment services. The current "Core" cable infrastructure is suitable to serve one way video broadcast .

Cable service providers are now upgrading their cable infrastructure to support high speed internet access...

...new access mechanism for IP services, while simultaneously transport video content using the current video broadcast technology. Thus the IP enabled devices attached to the "NGN" cable infrastructure can take advantage...and enhances in capabilities (probably 10 years away), such that it can provide high speed real - time video content (to provide same quality as cable), it can be envisaged that the cable...

...access mechanism Oust like all wire-line access becomes an IP access mechanism). Then the broadcast video content will be delivered to IP enabled cable attached devices 'ust like any other...38 illustrates the control flow of the Change Time command, which changes the Local Switch Time and the Time Offset. In Figure 38, after a switch operator enters the Change Time...

...option, the switch enters step 3906. In step 3906, the switch sets the Local Switch Time forward one hour and adds one hour (count of 60) to the Time Offset. The...communication standard for transmission of voice, video and data on a single communications link.

RTP Real - Time Transport Protocol, an Internet Standard Protocol for transmission of real - time data like voice and video over unicast and multicast networks.

IP hieriet Protocol, an Internet...of analysis, testing, scheduling, and training in all disciplines of the ISP.

Internet Service Potential

Real - time view of the status of each conference call participant, ANI and an alphanumeric representation to...information into a Database Component for later analysis by the Reporting Component; and

4) allows real time viewing of faults in a network map and network event views.

The Fault Management component...

...Omnibus Netcool Object Server.

Netcool Object Server 4620 - The Omnibus Netcool Object Server is a real - time memory resident database which stores all current events (alerts). The events are viewable by operations...certain level of service is in danger of being breached.

The Proactive Threshold Manager provides real - time threshold analysis (that is, it continuously monitors for plan thresholds that have been exceeded) using...information stored in distributed databases.

The information services manager stores critical management information into operational (real - time) and analytical (historical) distributed databases. These databases provide common data storage so that new products...

...computer based training to network users.

provi l

The information services manager provides requested information (real - time and historical) to the network users via the presentation manager.

Presentation Manager

The presentation manager...communication standard for transmission of voice, video and data on a single communications link.

RTP Real - Time Transport Protocol, an Internet Standard Protocol for transmission of real - time data like voice and video over unicast and multicast networks.

EP Internet Protocol, an Internet...

Claim

... FC@umclum Go@na

Tzvl3 Maeleftg COILa

Produc,i3&3ervice3) A,aielolily) Ochnioaa GapaD.;:es (Real - time) F-

(Acti,e Nofilini Cor"Ont clopreort

ush Techn@Qlq;, ene,2 o ,d, na...ASKED QUESTIONS RELATING TO THE 6 06

CONTENT-RELATED WEB APPLICATION SERVICES

i 6608

ENABLING REAL TIME COMMUNICATION BETWEEN A PLURALITY OF THE USERS

I

COORDINATING THE TRANSMISSION OF ELECTRONIC MAIL 6610...No

personalization User-controlled Site-controlled

Mass marketing (simple) personalization

Standard product choices personalization. Individual (real - time)

Static in nature Targetted marketing marketing

Limited product Products configured

hoices geared to to the...

...CUSTOMER IN USE OF THE SITE OVER THE NETWORK

10910

INTERACTING WITH THE CUSTOMER IN REAL - TIME VIA THE SITE
BY ALLOWING THE CUSTOMER TO COMMUNICATE WITH A
CUSTOMER SERVICE REPRESENTATIVE OVER...

1/3,K/19 (Item 10 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00790623 **Image available**

**PORTABLE ELECTRONIC AUTHORIZATION SYSTEM AND ASSOCIATED METHOD
SYSTEME ELECTRONIQUE D'AUTORISATION PORTATIF ET PROCEDE
CORRESPONDANT**

Patent Applicant/Assignee:

CHAMELEON NETWORK INC, Suite 1400, 950 Winter Street, Waltham, MA 02451,
US, US (Residence), US (Nationality), (For all designated states
except: US)

Patent Applicant/Inventor:

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Legal Representative:

PRITZKER Randy J (agent), Wolf, Greenfield & Sacks, P.C., 600 Atlantic
Avenue, Boston, MA 02210, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200124123 A1 20010405 (WO 0124123)

Application: WO 2000US26716 20000928 (PCT/WO US0026716)

Priority Application: US 99156356 19990928; US 99167050 19991123; US
2000184425 20000223; US 2000217542 20000712

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LS LT LU LV
MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 34030

Fulltext Availability:

Detailed Description

Detailed Description

... power multiprocessor or microcomputer having an on-board SRAM and/or flash memory and a real time clock calendar. One example of a suitable controller is the "Motorola Dragonball" Processor from Motorola ...data maintained by the network server 114. The database 406 may, for example, keep a real - time record of critical reference data along with transaction histories, back-up files, and security audit...Pocket Vault's secure memory may be erased, a security alert message may - 34 be broadcast by the transceiver 204 and/or any other prudent steps may be taken to ensure...the storage of necessary encrypted information on the Pocket Vault 102 (e.g., "Buyer Profile Participant ").

The advertising and marketing choices may be changed at a date after purchase and result in a...

...or debits) to the Pocket Vault holder.

Other system preference data may include the "saturation effectiveness " limitations on the amount of advertising that can appear during any given single use window (a particular period during which the...

1/3,K/20 (Item 11 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Univentio. All rts. reserv.

00485167 **Image available**

PRIZE REDEMPTION SYSTEM FOR GAMES

SYSTEME DE REMBOURSEMENT DE PRIX DESTINE A DES APPAREILS DE JEUX

Patent Applicant/Assignee:

RLT ACQUISITION INC,

Inventor(s):

KELLY Matthew F,

KELLY Brian M,

PETERMEIER Norman B,

KROECKEL John G,

LINK John E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9916519 A1 19990408

Application: WO 98US19796 19980921 (PCT/WO US9819796)

Priority Application: US 97938461 19970929

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM
HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX
NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH GM
KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI
FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD
TG

Publication Language: English

Fulltext Word Count: 43766

Fulltext Availability:

Detailed Description

Detailed Description

... point-of-view virtual reality video game on one game unit 10a can interact in " real time " with a second player of a second game unit 10b who is also playing the...

...computer-generated object that is controlled by the second player, and vice-versa. Alternatively, "non- real - time " games with players taking turns can be provided. The implementation of such networked games is... used to provide networked games between players of different game units 10 such as the real - time and non-□real time□games described above. In one embodiment, a new player might approach a particular game unit... beer advertisement for a particular sponsor.

This sponsor may have contributed to prizes available to players on the advertising game unit 10, so that the advertisement has a direct relation to prizes and can thus increase the effectiveness of such advertising . For example, windows 274 and/or 292 can display promotions such as "Win 25% off...allow the operator to adjust when the automatic prize cost adjustment occurs. A selection of " Real - time " adjustment causes the game unit (or other connected computing device) to adjust prize costs in real time , i.e. after each game is played. One problem with this option is that a...release, product release, etc. For instance, during a national basketball tournament which the operator is broadcasting in the gaming environinent, the operator can provide miniature basketballs as the specific prize. The...

...512 related to this prize. Customized or specialized messages can be provided in preprogrammed or real - time fashion when certain events occur. An example of a real - time prize message designation is a "happy birthday" message that is displayed on a machine in...

1/3,K/21 (Item 12 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2006 WIPO/Univentio. All rts. reserv.

00396994 **Image available**

PRIZE REDEMPTION SYSTEM FOR GAMES

SYSTEME DE REMBOURSEMENT DE PRIX DESTINES A DES APPAREILS A JEUX

Patent Applicant/Assignee:

RLT ACQUISITION INC,
KELLY Matthew F,
KELLY Bryan M,
PETERMEIER Norman B,
KROECKEL John G,
LINK John E,

Inventor(s):

KELLY Matthew F,
KELLY Bryan M,
PETERMEIER Norman B,
KROECKEL John G,
LINK John E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9737737 A1 19971016
Application: WO 97US5600 19970403 (PCT/WO US9705600)
Priority Application: US 96628490 19960405; US 96746755 19961114

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH HU
IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL
PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN YU GH KE LS MW SD SZ
UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC
NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 39819

Fulltext Availability:

Detailed Description

Detailed Description

... point-of-view virtual reality video game on one game unit 10a can interact in "real time" with a second player of a second game unit 10b who is also playing the...used to provide networked games between players of different game units 10 such as the real-time and non-real-time games described above. In one embodiment, a new player might

approach a particular game unit...beer advertisement for a particular sponsor. This sponsor may have contributed to prizes available to players on the advertising game unit 10, so that the advertisement has a direct relation to prizes and can thus increase the effectiveness of such advertising . For example, windows 274 and/or 292 can display promotions such as "Win 25% off...release, product release, etc. For instance, during a national basketball tournament which the operator is broadcasting in the gaming environment, the operator can provide miniature basketballs as the specific prize...

...related to this prize. Customized or specialized messages can be provided in pre-programmed or real - time fashion when certain events occur. An example of a real - time prize message designation is a "happy birthday" message that is displayed on a machine in...

1/3,K/22 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2006 Business Wire. All rts. reserv.

00404448 20001108313B1968 (USE FORMAT 7 FOR FULLTEXT)

Adwise Launches Proprietary Technology That Increases Revenues for Access Providers - ISPs, Backbones, iTV, Cable and Wireless –Behavioral Real - Time Intelligent Engine (BRITE(TM)) is the First Advertising/e-commerce System...

Business Wire

Wednesday, November 8, 2000 09:00 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 525

... Proprietary Technology That Increases Revenues for Access Providers - ISPs, Backbones, iTV, Cable and Wireless –Behavioral Real - Time Intelligent Engine (BRITE(TM)) is the First Advertising/e-commerce System...

TEXT:

...net), the innovative Internet advertising infrastructure and solutions company, today introduced its patent-pending Behavioral Real - Time Intelligent Targeting Engine (BRITE(TM)), which will power the company's advertising solution.

The company...

The BRITE(TM) solution is a real - time , online behavior-based targeting, campaign management and content serving technology. It allows Adwise to target...

...the-art online or offline report

"The Internet has the potential to be an unparalleled advertising platform, but current solutions are not fully meeting the needs of advertisers, ISPs and backbone providers," said Dan Schwartz, CEO of Adwise. "BRITE promises to improve the effectiveness of the online ad buy for advertisers, increase revenues for these players and make online advertising more relevant to consumers."

The BRITE(TM) solution consists of three components: BRITE (TM) CampaignManager, which seamlessly plans and manages ad campaigns in real - time and generates up-to-the-minute reports; BRITE(TM) DecisionTaker(TM), which performs unique real - time targeting; and BRITE(TM) AdServer, which reliably delivers billions of ads and other rich-media...

...www.adwise.net) is an advertising infrastructure and solutions company which specializes in highly scalable, real - time behavioral targeting. Adwise developed and provides the patent-pending BRITE(TM) solution for the management...

...INDUSTRY NAMES: BROADCASTING ;

1/3,K/23 (Item 1 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2006 PR Newswire Association Inc. All rts. reserv.

00219739 19991122LAM072 (USE FORMAT 7 FOR FULLTEXT)

Capita, Inc., Moving Headlong into a Multi Billion Dollar Market

PR Newswire

Monday, November 22, 1999 06:01 EST

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 2,369

TEXT:

...provider of
customized, high-performance systems and services, including analysis and
technical support, for the real - time , objective measurement of human
engagement or attention for use in multiple markets.

...further refine the suitability of the
original NASA software and position it for use in real - time and
unbiased media
and copy testing. For test respondents exposed to various audio/visual
stimuliCapita's methodology tracks the ENGAGEMENT INDEX, producing real -
time and
historical data at the second-by-second level, that yields objective
engagement measurement to...

...infomercial was later aired, there proved
to be a direct correlation between the infomercial's real - time high
ENGAGEMENT
INDEX(SM) readings and responses/sales, in total and minute-by-minute,
generated...

...ONE, BUT SEVERAL IS BEST

In October 1999, Capita's, and the world's, first real - time ,

multi-respondent system was used to simultaneously collect, plot and compare the real - time psycho-physiological engagement or responses of multiple test participants exposed to broadcast media, monitoring brain waves as a measure of engagement. Previously, the company could test only...

...television commercials or programming using the Capita technology are achieved with as few as 10 participants .

According to Hunter, "copy testing," as this way of measuring ad effectiveness is known in the advertising business, used to require hundreds of respondents who would fill out questionnaires before and after...

...s proprietary multi-respondent engagement testing technology for the first time measures objectively and in real time whether audiences are paying attention to what they are viewing. Capita's methodology, which has ...

1/3,K/24 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2006 The Gale Group. All rts. reserv.

02239105 Supplier Number: 57743347 (USE FORMAT 7 FOR FULLTEXT)
Capita, Inc., Moving Headlong into a Multi Billion Dollar Market.
PR Newswire, p0486
Nov 22, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 2322

... provider of customized, high-performance systems and services, including analysis and technical support, for the real - time , objective

measurement of human engagement or attention for use in multiple markets.

Founded in 1994...

...further refine the suitability of the original NASA software and position it for use in real - time and unbiased media and copy testing. For test respondents exposed to various audio/visual stimuli...and involvement recorded from the test participants. Capita's methodology tracks the ENGAGEMENT INDEX, producing real - time and historical data at the second-by-second level, that yields objective engagement measurement to

...

...infomercial was later aired, there proved to be a direct correlation between the infomercial's real - time high ENGAGEMENT INDEX(SM) readings and responses/sales, in total and minute-by-minute, generated...

...ONE, BUT SEVERAL IS BEST

In October 1999, Capita's, and the world's, first real - time , multi-respondent system was used to simultaneously collect, plot and compare the real - time psycho-physiological engagement or responses of multiple test participants exposed to broadcast media, monitoring brain waves as a measure of engagement. Previously, the company could test only

...

...television commercials or programming using the Capita technology are achieved with as few as 10 participants .

According to Hunter, "copy testing," as this way of measuring ad effectiveness is known in the advertising business, used to require hundreds of respondents who would fill out questionnaires before and after

...

...s proprietary multi-respondent engagement testing technology for the first time measures objectively and in real time whether audiences are paying attention to what they are viewing. Capita's methodology, which has

...

1/3,K/25 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2006 The Gale Group. All rts. reserv.

03082766 Supplier Number: 46300073 (USE FORMAT 7 FOR FULLTEXT)

Newsbytes Daily Summary 04/12/96

Newsbytes, pN/A

April 12, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; General Trade

Word Count: 2457

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

BROADCAST Amiga - The Next Generation 27

^BROADCAST

BROADCAST Windows NT Video Production System Due Monday37

BUSINESS New Chief At Gateway 2000 Australia...

...effective, the entire model of clickable banners might have to undergo a change, said some participants of a "roundtable" discussion on the outlook of advertising on the Web. The roundtable, at Jupiter Communications' Web Marketplace '96 Conference in Chicago," also focused in on the effectiveness of ads that are currently found in cyberspace.

6) Web Marketplace - Generating Ad Revenue Via...MSFT) subsidiary, SoftImage, and Play Incorporated plan to announce a strategic agreement to deliver a real - time , Windows NT-based□broadcast□video production system based on Play's Trinity hardware and software from the National Association of Broadcasters show on Monday. Additionally, IDG is expected to announce a new magazine, called Trinity World...

1/3,K/26 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

0783221

NY080

INTERACTIVE NETWORK AND CHRYSLER KICK-OFF STRATUS CAMPAIGN WITH PLAY-ALONG

SUPERBOWL AND INTERACTIVE ADS

DATE: January 27, 1995 18:44 EST WORD COUNT: 534

...S.

cities will do more than just watch the Superbowl – they'll play along in real time with the game and interact with advertising for Chrysler Corporation's newest four-door Dodge...

...that experiment and will explore a slightly different approach this year."

As Stratus ads are broadcast during the game, Interactive Network members will receive visual reinforcement on their IN control units...

...Stratus spots. Members who answer the seven ad-related questions correctly will receive a prize.

Participants will also be invited to answer three consumer survey questions that will enable Chrysler to obtain demographic information and measure viewer interest in the car.

"Interactive advertising has the ability to enhance advertising impact and provide a measurable assessment of an ad's effectiveness," David B. Lockton, chairman and chief executive officer of Interactive Network, said. "We are the...

...hand, in the home, under real life conditions."

Interactive Network is the only company which broadcasts interactive programming to paying subscribers that enables them to play along simultaneously with programs such...

...monthly subscription fee includes a wireless, hand held control unit.

Following the Superbowl, Chrysler will broadcast an interactive electronic catalog to Interactive Network subscribers. Called Stratus On-Line, the catalog will...

...simulcast television entertainment system currently in operation in the U.S.

Strategic investors include National Broadcasting Company, Inc.; TeleCommunications, Inc.; Motorola; Sprint; Gannett Co., Inc.; and A.C. Nielsen. Interactive Network... T S1/9/2

1/9/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01731686 03-82676

The next stop for Internet advertising

Krauss, Michael

Marketing News v32n24 PP: 10, 21 Nov 23, 1998 CODEN: MKNWAT ISSN:

0025-3790 JRNL CODE: MNW

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

WORD COUNT: 1447

GEOGRAPHIC NAMES: US

DESCRIPTORS: Online advertising; Predictions; Trends

CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising)

ABSTRACT: A number of predictions concerning Web advertising are discussed:

1. Measurement of Web advertising efficiency and effectiveness is not the core problem.
2. Bandwidth (the ability to deliver a range of advertising that has impact to your computer) is the hurdle to cross.
3. Advertising on the Web ultimately will look surprisingly like traditional broadcast advertising.
4. Major advertising agencies will enter strongly on the scene.
5. Web advertising will upset network television's advertising dominance.
6. The next "hot" career opportunity may be in Web advertising.

TEXT: With the Procter & Gamble-sponsored Future of Advertising Stakeholders (FAST) Summit on Internet Advertising behind us, what's ahead? What should you do if you're interested in the future of Web advertising? Web advertising is a complicated topic. Given the pace of change and the vagaries of technology, making predications is risky at best. But here are a few idea-starters that are sure to be controversial in some quarters:

1. Measurement of Web advertising efficiency and effectiveness isn't the core problem.

2. Bandwidth (the ability to deliver a range of advertising that has impact to your computer) is the hurdle to cross.

3. Advertising on the Web ultimately will look surprisingly like traditional broadcast advertising .

4. Major advertising agencies will enter strongly on the scene.

5. Web advertising will upset network television's advertising dominance.

6. The next "hot" career opportunity may be in Web advertising.

When the smoke cleared and the participants boarded their planes for home from P&G's advertising summit last summer, there were four perceived barriers impeding the progress of Web advertising. As reported in the Sept. 28 issue of Marketing News, these were defined as customer acceptance, new advertising models, measurement and ease of purchase.

But the questions leading marketers and advertisers are asking are: Are consumers accepting the new on-line media? What are the right advertising models to take advantage of the power of the Internet? How do we quantify and measure Internet advertising? And, how do we make this new media easy for our advertisers and agencies to buy?

Conventional wisdom says that until these questions are resolved, the leading national advertisers aren't going to place large portions of their advertising budgets in this new medium. And most of the post-summit discussion was about the problem of how to measure Internet advertising

efficiency and effectiveness.

Measurement isn't the problem. My view is that the measurement issue is a red herring. Measurement is a problem that's being worked on by a whole host of firms. There is a new breed of media research firms that includes RelevantKnowledge, Mediametrix and Net Ratings, firms that hope to grow rich by inventing an industry standard for measuring this new advertising medium. Some existing players, such as the Audit Bureau of Circulation (ABC) and A.C. Nielsen, are studying the problem.

The Internet media research game is sure to generate a lot of profit, and these organizations will crack the code and set the standard for Internet advertising efficiency and effectiveness fairly soon. But the reason that no one's cracked the code on measuring Web advertising efficiency and effectiveness before now is that in the broad constellation of marketing issues, measuring Internet advertising hasn't been that important.

Bandwidth is the hurdle to cross.

Although Web advertising revenues are at annualized rates above \$1 billion per year, according to the Internet Advertising Bureau ([www. IAB.com](http://www.IAB.com)), Web advertising still is a "nice-to-have" and not a "musthave" for most marketers.

The Internet affords advertisers exciting opportunities to target and track an audience better than ever before but creatively, the medium still is in the Stone Age. In a marketing culture raised on the power of television advertising, the Web as an advertising medium currently falls way short of requirements.

Internet advocates will say this is wrongheaded. They say the Internet has enormous advertising potential if only the Madison Avenue creative directors would learn how to use the power of the technology. They say that we can't wait until we can deliver truly broadcast television-quality advertising over the Internet. They say that Web users won't sit still for traditional 30-second spots streaming down their phone lines and over their computers.

I say they're wrong. Today's technology is the problem. Web banners and most of the advertising creative we see on the Internet today is weak advertising, because the technology won't yet permit effective creative.

The problem is not Madison Avenue, it's telephone company executives. There would be a landslide of interest in Internet advertising right now if the pipeline to your home or office computer weren't so damn narrow. The technology needs to get better in order to enable better advertising. Then the rush to Internet advertising will start in earnest.

Advertising on the Web will be surprisingly like traditional broadcast . Suppose every computer were connected to the Web via a T1quality line (a big pipe that would provide lots of bandwidth). Suppose we could deliver interactive broadcast -quality advertising in real -time to your computer with no wait for pages to open. What would Internet advertising look like in that future world?

It probably will look a lot more like today's TV ads than you might think, incorporating adjustments to reduce fatigue and engage the viewer. We'll probably pool out or make more individual, audience-targeted executions in our campaigns than we do today. Mechanisms will allow interaction with viewers and enable them to take action, transact and close sales.

But, I'd predict tomorrow's Internet advertising still will look a lot like today's television advertising because, fundamentally, advertising is about controlled message delivery and persuasion.

Agencies and their clients aren't going to discard the broadcast techniques they've refined since the 1950s. They're going to adapt them to the Internet, not re-invent them. If you disagree, consider how Web traffic is consolidating to a few hubs and portals, akin to broadcast networks. A few years ago we preached that the beauty of the Web was its breadth. Now we're seeing consolidation along more traditional lines. The same will happen to Web advertising once the technical infrastructure of the Web is able to distribute higher-quality advertising.

Major agencies will lead. Large organizations like the global advertising agencies tend to be unsuccessful in the early stages of a new product or market lifecycle. Typically, smaller, more-nimble players do the innovating, and larger players-if they're not asleep during the growth stage of the lifecycle and start to dominate. Just as the Disneys are taking positions in portals such as Infoseek, as Web advertising moves into a true growth stage with the arrival of broadband, then Leo Burnett, O&M, Y&R, True North and the others will get serious. They'll build on their initial Web advertising investments and attempt to dominate advertising in this new medium on behalf of their clients.

Web advertising will upset network television dominance.

According to RelevantKnowledge (www.relevantknowledge.com), there are 53.4 million Web users in the United States over 12. Take the top three sites on the Internet. During July 1998, Yahoo had 26 million unique visitors to its site, AOL had 22 million and Microsoft had more than 18 million.

Although we're not yet describing Households Using Television (HUT) numbers of 90 or 100 million plus, the eyeballs are certainly rolling to the Internet. And that was before congress brought us the Starr Report, which Relevant Knowledge says delivered 24.7 million visitors to the Web.

What happens to network television when the number of Internet users doubles and advertisers can deliver a high-quality advertising message over a broadband pipe to a selective, well-defined target audience? The broadcast networks, with their high cost structures and frequent price increases, will find it difficult to retain the best customers.

The advertising industry will move from an oligopoly to a more competitive market. Buyers of advertising will have enormous power, and network dominance will begin to wane.

The next career opportunity may be in Web advertising.

Years ago when asked, "What's the best career path in marketing," the answer was easy: Find a topflight packaged goods firm or a first-tier

advertising agency and spend five years there learning your craft.

Recently a division president at a leading packaged-goods company told me of his difficulty recruiting and retaining the best marketing talent. "They all want to go to Yahoo! and get rich," he said. From the candidate's perspective, the problem with this career strategy is finding the next Netscape, AOL or Yahoo! opportunity before they IPO and the stock takes off. If you're a marketer looking for more risk and more upside potential in your career, consider joining one of the growing number of firms that are enabling the Web advertising revolution.

If you do, remember, P&G may have held their summit but the real breakthroughs in Web advertising more likely will come from improved technical infrastructure and more bandwidth and from the advertising agencies. It won't necessarily come from the folks who brought you Pringles.

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Michael Krauss, a principal with OmniTech Consulting Group in Chicago, coaches and lectures on new product development and Internet technology. Reactions and replies to these "idea starters are welcome and will form the basis of an upcoming column. Please share your thoughts, both pro and con, via e-mail at Mkrauss@otcg.com or news@ama.org.

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